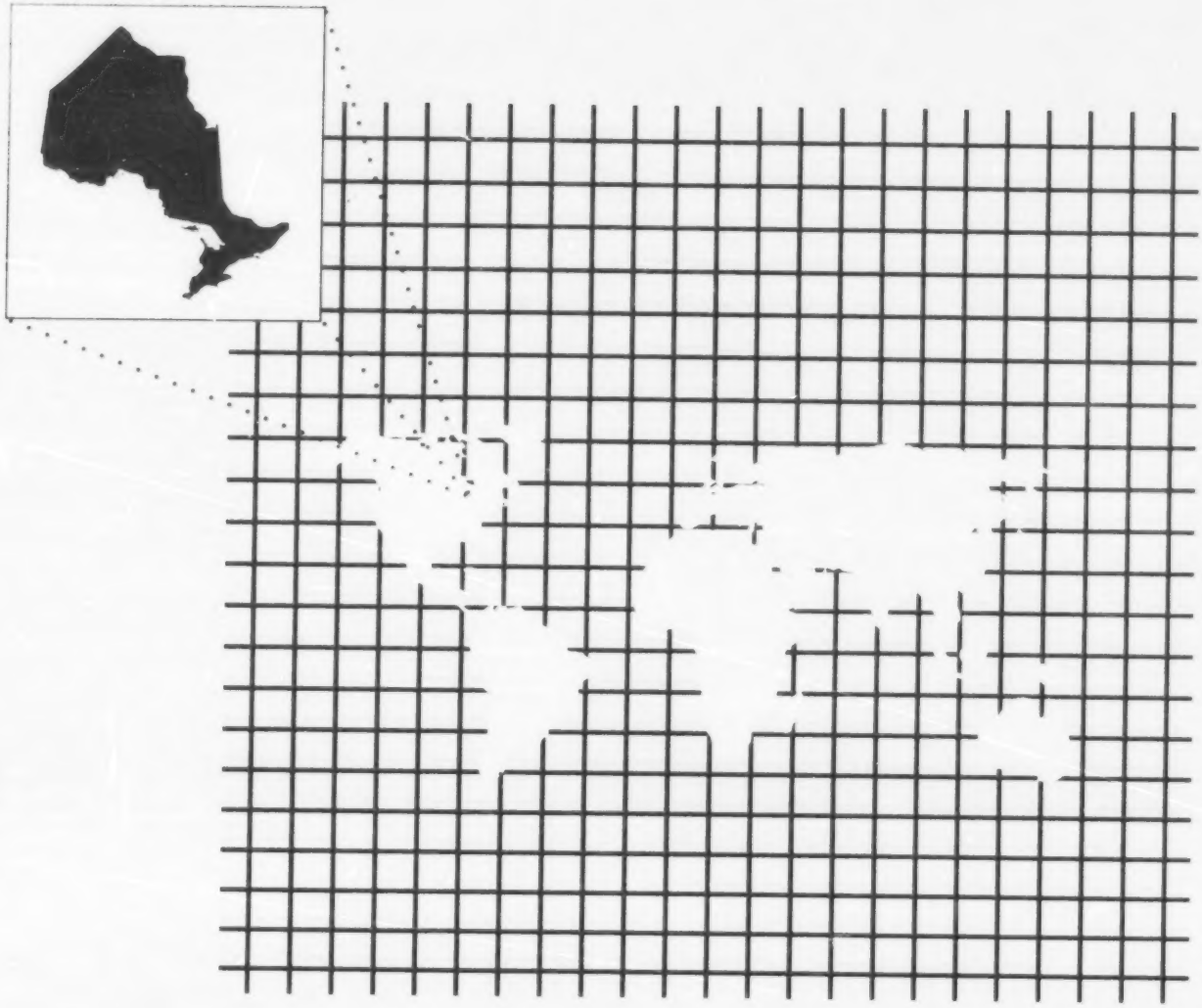

ONTARIO
CANADA

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Ontario's Business & Conventions Travel Market - 1999

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HIGHLIGHTS

- In 1999, 106 million person trips were made in Ontario by same day and overnight visitors from across Canada and around the world. Of these person trips, 9.6% or 10.2 million trips were made for the primary purpose of business. Of all business visitors, 11.4% or 1.2 million were in Ontario to attend a convention.
- Nearly two-thirds (60.1%) of Ontario's overnight business visitors came from Canada, 31.1% came from the United States and 8.9% came from overseas countries.
- On average, Ontario's overnight business visitors spent 2.97 nights in the province in 1999, compared to all overnight visitors to the province who spent on average 3.16 nights. Overnight convention visitors stayed an average of 4.36 nights in the province, longer than business and total visitors. As expected, overnight business visitors and overnight convention visitors from overseas countries stayed the longest, followed by Americans and then Canadians.
- Compared to other visitors, business visitors had a higher incidence of travel during the shoulder seasons than during summer, with the second quarter receiving the largest proportion (29.6%).
- The overwhelming majority of business visitors travelled in Ontario alone (90.6%), followed by business visitors in travel parties of two (6.8%).
- Compared to other overnight visitors, overnight business visitors had a much higher incidence of utilization of commercial roofed accommodation (84.8% vs. 30.6%), especially hotels (75.4% vs. 22.2%).
- Overnight business visitors were not as active as other overnight visitors, participating, on average in 1.3 activities. Recreation/nightlife, sightseeing and shopping were by far the most popular activities among Ontario's overnight convention and business visitors.
- The trips that brought overnight business visitors to Ontario had primarily an urban orientation. As such, Metro Toronto was the top region visited among overnight business visitors, accounting for 39.5% of them. Southwestern Ontario was the second most popular region visited by overnight business visitors (16.0%), followed by Festival Country (15.4%).
- The expenditures of overnight business visitors accounted for 26.8% of the total spending in Ontario by all overnight visitors, or $3.5 billion. Overall, overnight business visitors had an average spending per person visit that was nearly three times that of all overnight visitors ($693 vs. $239).
- Ontario residents had the lowest average spending per overnight business visit ($399), as well as per party night ($197). Overnight business visitors from the U.S. had an average spending per person visit that was twice as large as that of Canadians' ($903 vs. $450), while overseas overnight business visitors had an average spending per person visit that was over three times larger than that of Canadians' ($1,604), partly because of high transportation costs to reach Ontario.
- Overnight business visits in Ontario increased by 10.2% over the period 1996 to 1999, from 3.9 million visits in 1996 to 4.3 million visits in 1999. Total overnight travel in Ontario increased over the same period by 5.3%.

- When compared to 1998, overnight business visits in Ontario decreased by 1.0% from 4.4 million visits in 1998 to 4.3 million visits in 1999.
- The decrease in overnight business visits in Ontario is attributable mainly to the decline in the number of these visitors from Ontario (down by 1.5% over 1996 and by 11.1% over 1998). The number of US overnight business visits to Ontario increased over the same period by 23.6%, while overnight business visits to Ontario from overseas countries increased by 6.9%. As a result of these differential growth rates, Ontarians' importance in the province's overnight business market declined from 44.6% of the trips in 1996 to 39.9% in 1999, the Americans' share increased from 27.7% to 31.1% and the overseas countries' share decreased slightly from 9.2% in 1996 to 8.9% in 1999.

POINTS SAILLANTS

- En 1999, 106 millions de voyages-personnes ont été faits en Ontario par des visiteurs de même jour et d'une nuit ou plus venus du Canada ou de l'étranger. De ces voyages-personnes, 9,6 % ou 10,2 millions de voyages ont été occasionnés principalement par les affaires. De tous les visiteurs d'affaires, 11,4 % ou 1,2 millions sont venus en Ontario afin de participer à un congrès.
- Près des deux tiers (60,1 %) des visiteurs d'affaires restés une nuit ou plus en Ontario venaient du Canada, 31,1 % des États-Unis et 8,9 % de pays d'outre-mer.
- En moyenne, les visiteurs d'affaires d'une nuit ou plus en Ontario ont passé 2,97 nuits dans la province en 1999, comparativement à l'ensemble des visiteurs d'une nuit ou plus qui y ont passé en moyenne 3,16 nuits. Les visiteurs d'une nuit ou plus venus pour un congrès sont restés 4,36 nuits dans la province, plus longtemps que les visiteurs d'affaires et l'ensemble des visiteurs. Comme prévu, les visiteurs d'affaires et les visiteurs pour congrès venus de pays d'outre-mer sont restés le plus longtemps, suivis des Américains puis des Canadiens.
- Comparativement à d'autres visiteurs, les visiteurs d'affaires ont voyagé davantage pendant les saisons intermédiaires que pendant l'été, le deuxième trimestre ayant reçu la plus forte proportion (29,6 %).
- La grande majorité des visiteurs d'affaires sont venus en Ontario seuls (90,6 %), suivi des visiteurs d'affaires qui ont voyagé en groupes de deux (6,8 %).
- Comparativement aux autres visiteurs d'une nuit ou plus, les visiteurs d'affaires d'une nuit ou plus ont été beaucoup plus nombreux à utiliser les logements commerciaux couverts (84,8 % contre 30,6 %), particulièrement les hôtels (75,4 % contre 22,2 %).
- Les visiteurs d'affaires d'une nuit ou plus n'ont pas été aussi actifs que les autres visiteurs d'une nuit ou plus, ayant participé en moyenne à 1,3 activités. Les divertissements/la vie nocturne, les visites touristiques et le magasinage ont été de loin les activités les plus populaires parmi les visiteurs d'une nuit ou plus venus en Ontario pour un congrès ou pour les affaires.
- Les voyages qui ont amené des visiteurs d'affaires d'une nuit ou plus en Ontario avaient principalement une destination urbaine. Ainsi, le Grand Toronto a été la région la plus visitée par les visiteurs d'affaires d'une nuit ou plus, soit pour 39,5 % d'entre eux. Le sud-ouest de l'Ontario a été la deuxième région la plus visitée par des gens d'affaires d'une nuit ou plus (16,0 %), suivi du Pays des festivals (15,4 %).
- Les dépenses des visiteurs d'affaires d'une nuit ou plus ont représenté 26,8 % du total des dépenses faites en Ontario par tous les visiteurs d'une nuit ou plus, soit 3,5 milliards. Dans l'ensemble, les visiteurs d'affaires d'une nuit ou plus ont dépensé en moyenne par visite-personne près de trois fois plus que l'ensemble des visiteurs d'une nuit ou plus (693 $ contre 239 $).
- Les résidents de l'Ontario ont enregistré la plus faible moyenne de dépenses par visite d'affaires d'une nuit ou plus (399 $), ainsi que par nuit par groupe (197 $). Les visiteurs d'affaires d'une nuit ou plus venus des É.-U. ont dépensé en moyenne deux fois plus par visite-personne que les Canadiens (903 $ contre 450 $), tandis que les visiteurs d'affaires d'une nuit ou plus de l'étranger ont dépensé en moyenne par visite-personne plus de trois fois plus que les Canadiens (1 604 $), en partie en raison des coûts de transports élevés pour se rendre en

Ontario.

- Les visites d'affaires d'une nuit ou plus en Ontario ont augmenté de 10,2 % entre 1996 et 1999, passant de 3,9 millions de visites en 1996 à 4,3 millions de visites en 1999. Le nombre total de voyages d'une nuit ou plus en Ontario a augmenté de 5,3 % au cours de la même période.
- Comparativement à 1998, les visites d'affaires d'une nuit ou plus en Ontario ont diminué de 1,0 %, passant de 4,4 millions de visites en 1998 à 4,3 millions de visites en 1999.
- La diminution des visites d'affaires d'une nuit ou plus en Ontario est principalement attribuable à la chute du nombre de ce type de visiteurs venus de l'Ontario (diminution de 1,5 % par rapport à 1996 et de 11,1 % par rapport à 1998). Le nombre de visites d'affaires d'une nuit ou plus d'Américains en Ontario a augmenté au cours de la même période de 23,6 %, tandis que les visites d'affaires d'une nuit ou plus de visiteurs d'outre-mer ont augmenté de 6,9 %. En conséquence de ces taux de croissance différentielle, l'importance des Ontariens dans le marché du tourisme d'affaires d'une nuit ou plus a diminué, passant de 44,6 % des voyages en 1996 à 39,9 % en 1999, la part des Américains a augmenté de 27,7 % à 31,1 % et la part des pays d'outre-mer a légèrement diminué, passant de 9,2 % en 1996 à 8,9 % en 1999.

INTRODUCTION

The information contained in this report was extracted from the micro data files of the Canadian Travel Survey (CTS) and the International Travel Survey (ITS) by Research Resolutions, on behalf of the Ontario Ministry of Tourism, Culture and Recreation.

Co-sponsored by all the provinces and the federal government, the CTS is conducted by Statistics Canada annually (starting in 1997) as a supplement to the Labour Force Survey. The CTS telephone interview captures the incidence and detail of travel by Canadians. In 1999, an average of 14,530 Canadian households -- including 4,117 Ontario households -- were surveyed every month throughout the year. The average response rate for Canadian and Ontario respondents was around 90%.

While up to 1994 only the name of a trip's destination was available from the CTS, as well as the name of the province where an overnight stop might have occurred en route to the trip's destination, starting in 1996 the complete trip itinerary was collected. As such, at the sub-provincial level, only visits with a destination in a specific region are comparable pre and post 1996 and not total domestic visits. In addition to the change in the location question, starting in 1996, the CTS captured the interview data on a Computer Assisted Interview (CAI) system, rather than on paper as was the case up to 1994.

The domestic data contained in this report differ from those reported in print or supplied in electronic format by Statistics Canada in the following ways:

1. All overnight trips, regardless of the distance travelled, and same day trips with a minimum one-way distance from a respondent's home of at least 40 kms are included in this report. Statistics Canada reports only trips of 80 kms and over.

2. Overnight trips with an Ontario destination, but no nights spent in the province, are treated in this report as same day trips to Ontario.

3. The domestic data contained in this report include visits in Ontario by Canadians while on trips to any destination, not just Canadian destinations.

Excluded from this report's domestic data are the following types of travel: travel as a member of an operating crew of a bus, plane, truck, etc.; commuting to and from work or school; one way travel involving a change of residence; travel in an ambulance to a hospital or clinic; trips that did not originate in Canada; and trips longer than one year. A domestic trip must also meet a distance requirement as follows:

Length of Stay	PLACE OF RESIDENCE	
	Ontario	Other Canada
Same Day	40 Kms one-way from home	80 Kms one-way from home
Overnight	No minimum distance	No minimum distance

The ITS is also conducted by Statistics Canada every year with the help of Canada Customs and Immigration authorities who essentially conduct a census of border crossings and distribute the questionnaires to a sample of travellers. The questionnaires are self-

completed by the travellers and mailed back to Statistics Canada. The questionnaire that is given to same day visitors from the United States who enter Canada by car does not contain any questions regarding the activities that these visitors engage in during their trip. This is the reason why we have limited our report to overnight visitors only.

The international statistics presented in this report are based on the census of US and overseas visitors as far as the number of travellers, their origin and the mode of transport are concerned. Most of the remaining trip characteristics were obtained from 17,718 completed questionnaires by US residents (out of 34,696 usable questionnaires of US visitors to Canada) and 4,046 completed questionnaires by overseas visitors (out of 8,022 usable questionnaires of overseas visitors to Canada).

The data contained in this report differ from those reported in the Touriscope, or supplied electronically by Statistics Canada, primarily due to the following:

1. Statistics Canada does not allocate Canadian carrier fares to the provinces. Ontario does so based on the mode of transport and the port of entry/exit.

2. Ontario does a number of imputations for missing values.

3. Statistics Canada allocates expenditures to the provinces based on the number of nights a visitor spends in each place. Ontario distinguishes between accommodation expenditures and other expenditures. The former are distributed according to the number of nights a visitor spent in various places and according to whether or not commercial accommodation was used in each overnight stop.

For more details on how Ontario manipulates the database, please write to the address below to obtain the technical appendix.

To aid the reader, a glossary of key terms used throughout this report is appended. For more information on this publication please contact:

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ONTARIO'S BUSINESS TRAVEL MARKET – 1999

HOW MANY VISITORS AND WHERE DID THEY COME FROM?

In 1999, 106 million person visits were made in Ontario by same day and overnight visitors from across Canada and around the world. Visitors whose main trip-purpose was business accounted for 9.6% of this total or 10.2 million person visits.

The majority of Ontario's business travellers came from Ontario (60.0%), followed by Michigan (7.6%) and Quebec (6.9%). In terms of specific cities, Ottawa, Toronto and Montreal generated the highest volumes of Ontario's business travellers.

As Table 1 shows, Ontarians and Americans accounted for a smaller proportion of Ontario's business travellers than they did of the province's total visitors. However, overseas countries accounted for a much higher (over double) proportion of business travellers than they did of all of Ontario's visitors.

In general, regions further away from Ontario had a higher incidence of business travel to the province than regions closer to Ontario.

Of the 10.2 million business travellers to Ontario, 42.5% or 4.3 million, stayed in the province for one or more nights. This incidence of overnight stay compared

TABLE 1: Total Person Visits in Ontario, 1999

Origin of Visitors (000's)	All Visitors	Share (%)	Business Visitors	Share (%)
TOTAL	106,055	100.0%	10,199	100.0%
CANADA	73,880	69.7%	7,292	71.5%
Ontario	69,680	65.7%	6,119	60.0%
Toronto	6,076	5.7%	417	4.1%
Ottawa	4,041	3.8%	426	4.2%
Niagara Falls	1,566	1.5%	112	1.1%
Windsor	1,391	1.3%	94	0.9%
Quebec	2,494	2.4%	700	6.9%
Montreal	1,840	1.7%	591	5.8%
Manitoba	607	0.6%	128	1.3%
Winnipeg	510	0.5%	111	1.1%
Atlantic Canada	370	0.3%	113	1.1%
Halifax	91	0.1%	38	0.4%
Western Canada	728	0.7%	232	2.3%
Vancouver	219	0.2%	79	0.8%
Calgary	175	0.2%	44	0.4%
Edmonton	82	0.1%	57	0.6%
Regina	22	0.0%	10	0.1%
USA	30,031	28.3%	2,476	24.3%
Border States	25,676	24.2%	1,529	15.0%
Michigan	12,514	11.8%	772	7.6%
New York	8,683	8.2%	283	2.8%
Ohio	1,632	1.5%	144	1.4%
Pennsylvania	938	0.9%	98	1.0%
Illinois	640	0.6%	135	1.3%
Minnesota	862	0.8%	56	0.5%
Wisconsin	407	0.4%	42	0.4%
Other USA	4,355	4.1%	948	9.3%
California	370	0.3%	106	1.0%
New Jersey	283	0.3%	72	0.7%
Massachusetts	284	0.3%	66	0.6%
Florida	269	0.3%	39	0.4%
OVERSEAS	2,144	2.0%	431	4.2%
UK	419	0.4%	35	0.3%
Japan	247	0.2%	81	0.8%
France	188	0.2%	23	0.2%
Germany	155	0.1%	22	0.2%
Mexico	62	0.1%	24	0.2%

favourably to that of all visitors to Ontario, which was 37.6%.

Out of every ten overnight business visitors who visited Ontario in 1999, four came from Ontario (39.9%), three from the U.S. (31.1%), one from an overseas country (8.9%) and two from a province other than Ontario (20.2%).

Overnight visitors from Mexico and Japan had the highest incidence of business travel to Ontario (37.5% and 35.3%, respectively) among overseas countries, California and Massachusetts among the U.S. states (38.4% and 32.7%, respectively) and Canadian provinces west of Manitoba among Canadian provinces (31.9%). Overnight visitors from Ontario, Michigan and New York had the lowest incidence of overnight business travel in the province (6.4%, 7.6% and 7.9%, respectively).

TABLE 2: Overnight Person Visits in Ontario, 1999

Origin of Visitors (000's)	All Visitors	Share (%)	Business Visitors	Share (%)
TOTAL	39,842	100.0%	4,336	100.0%
CANADA	30,175	75.7%	2,604	60.1%
Ontario	26,887	67.5%	1,730	39.9%
Toronto	3,430	8.6%	174	4.0%
Ottawa	1,921	4.8%	152	3.5%
Niagara Falls	555	1.4%	30	0.7%
Windsor	650	1.6%	51	1.2%
Quebec	1,685	4.2%	457	10.5%
Montreal	1,290	3.2%	382	8.8%
Manitoba	512	1.3%	77	1.8%
Winnipeg	435	1.1%	67	1.5%
Atlantic Canada	363	0.9%	108	2.5%
Halifax	91	0.2%	38	0.9%
Western Canada	728	1.8%	232	5.4%
Vancouver	219	0.5%	79	1.8%
Calgary	175	0.4%	44	1.0%
Edmonton	82	0.2%	57	1.3%
Regina	22	0.1%	10	0.2%
USA	7,792	19.6%	1,347	31.1%
Border States	5,295	13.3%	553	12.8%
Michigan	1,661	4.2%	126	2.9%
New York	1,449	3.6%	115	2.7%
Ohio	700	1.8%	78	1.8%
Pennsylvania	484	1.2%	71	1.6%
Illinois	415	1.0%	105	2.4%
Minnesota	308	0.8%	31	0.7%
Wisconsin	277	0.7%	26	0.6%
Other USA	2,497	6.3%	794	18.3%
California	255	0.6%	98	2.3%
New Jersey	199	0.5%	58	1.3%
Massachusetts	150	0.4%	49	1.1%
Florida	143	0.4%	36	0.8%
OVERSEAS	1,875	4.7%	385	8.9%
UK	382	1.0%	33	0.8%
Japan	218	0.5%	77	1.8%
France	157	0.4%	22	0.5%
Germany	135	0.3%	21	0.5%
Mexico	56	0.1%	21	0.5%

HOW LONG DID THEY STAY IN ONTARIO?

Overall, Ontario's overnight business visitors did not stay in the province as long as other overnight visitors did (2.97 nights vs. 3.16 nights). As a result, although overnight business visitors accounted for 10.9% of all overnight visitors to Ontario, they accounted for 10.2% of all the person nights spent in the province in 1999.

As expected, overnight business visitors from overseas countries stayed the longest, followed by Americans and Canadians.

TABLE 3: Overnight Visitors by Length of Stay in Ontario		
Origin of Visitors	Average Number of Nights	
	All Visitors	Business Visitors
CANADA	2.77	2.61
Ontario	2.55	2.33
USA	3.32	2.87
Border States	2.97	2.41
OVERSEAS	8.66	5.67

Nearly three out of every five (59.9%) of Ontario's overnight business visitors stayed in the province for two nights or less and nearly three-quarters (74.8%) stayed for three nights or less. Only 9.7% of Ontario's overnight business visitors stayed in the province for a week or longer.

WHAT MODE OF TRANSPORT DID THEY USE WHILE IN CANADA?

Although the majority (79.7%) of Ontario's business visitors used the automobile as a means of getting around while in Canada, the incidence of plane utilization by business visitors was nearly six times higher than that of all visitors (12.1% vs. 2.5%).

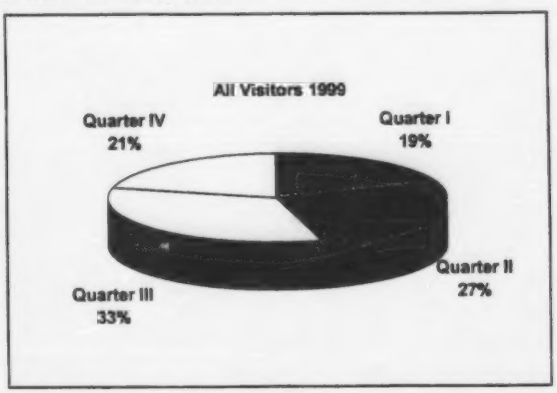
Although business visitors who used plane, train or bus while in Canada accounted for 12.1%, 2.0% and 3.4%, respectively, of the business visits in Ontario, they accounted for 26.7%, 4.1% and 9.9%, respectively, of the business person nights spent in the province. This implies that business visitors who used planes, trains or buses, to move around Ontario and Canada, stayed longer than the business visitors that only used automobiles.

TABLE 4: Person Visits in Ontario by Mode of Transport in Canada 1999				
Type of Transport Mode	All Visitors (000's)	Share	Business Visitors (000's)	Share
Auto	97,517	91.9%	8,133	79.7%
Plane	2,661	2.5%	1,229	12.1%
Train	1,213	1.1%	202	2.0%
Bus	3,923	3.7%	347	3.4%
Other	3,049	2.9%	613	6.0%
Not Stated	815	0.8%	183	1.8%

This longer length of stay had implications for their expenditures. For example, Ontario business visitors who had used planes to travel in Canada accounted for 26.7% of all business visitors expenditures, when they only accounted for 12.1% of the business visits.

WHEN DID THEY VISIT ONTARIO?

Compared to other visitors, business visitors had a higher incidence of travel during the shoulder seasons than during the summer, with the second quarter receiving the largest proportion of them (29.6%).



Overnight business visitors had an even higher concentration of visits during the non-summer months with the second and fourth calendar quarters accounting for 53.8% of them (second quarter, 29.2%; fourth quarter, 24.6% - see Table 5).

These statistics indicate that business travellers are an ideal group to target for extending the summer season in the province (to the extent to which they can be influenced in choosing Ontario as their destination).

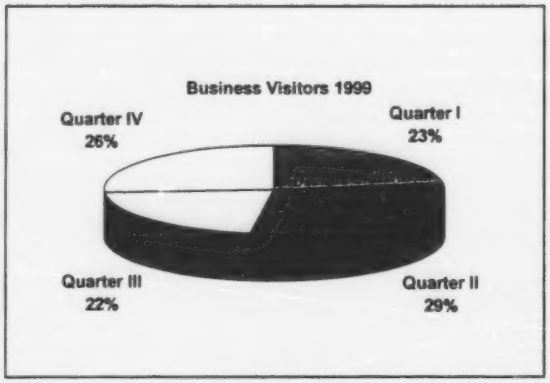


TABLE 5: Overnight Business Visits in Ontario by Calendar Quarter, 1999

Origin of Visitors	QI	QII	QIII	QIV
TOTAL	941	1264	1064	1067
Share (%)	*21.7*	*29.2*	*24.5*	*24.6*
CANADA (000)	622	782	591	609
Share (%)	*66.1*	*61.9*	*55.5*	*57.1*
Ontario	414	597	352	368
Share (%)	*44.0*	*47.2*	*33.1*	*34.5*
USA (000)	247	362	359	379
Share (%)	*26.2*	*28.6*	*33.7*	*35.5*
Border States	101	162	148	143
Share (%)	*10.7*	*12.8*	*13.9*	*13.4*
OVERSEAS (000)	72	120	114	79
Share (%)	*7.7*	*9.5*	*10.7*	*7.4*
UK	6	8	10	8
Share (%)	*0.6*	*0.6*	*0.9*	*0.7*
France	4	5	6	8
Share (%)	*0.4*	*0.4*	*0.6*	*0.7*
Germany	4	6	7	4
Share (%)	*0.4*	*0.5*	*0.7*	*0.4*
Japan	18	15	28	16
Share (%)	*1.9*	*1.2*	*2.6*	*1.5*

Due to the seasonal variations in the travel patterns of business visitors from different origins, the seasonal share that different origin groups accounted for varied by quarter. For example, as Table 5 demonstrates, overnight business visitors from Ontario accounted for 33.1% of the total overnight business visitors in the third calendar quarter, but for 44.0% during the first calendar quarter.

WHAT WAS THE COMPOSITION AND SIZE OF THEIR TRAVEL PARTY?

The overwhelming majority of business visitors travelled in Ontario alone (90.6%), followed by business visitors in travel parties of two (6.8%). The incidence of travelling with no companions was the lowest among overseas business visitors (70.9% of the overseas business visitors travelled alone in Ontario) and the highest among Canadians (93.6%). As a result, overseas business travellers had the highest average party size (1.7 persons) and Canadians the lowest (1.1 persons).

TABLE 6: Party Visits in Ontario
Business Visitors, 1998

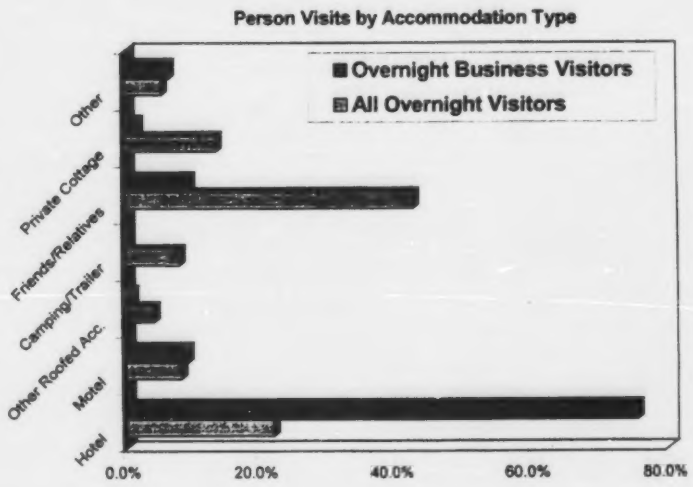
Origin of Visitors	Average Party Size (persons)		Party Composition			
			Adults only		Adults with Kids	
	Total	O/night	Total	O/night	Total	O/night
CANADA	1.1	1.1	98.5%	98.1%	1.5%	1.9%
Ontario	1.1	1.1	98.6%	98.1%	1.4%	1.9%
USA	1.4	1.4	98.8%	98.8%	1.2%	1.2%
Border States	1.3	1.4	98.3%	98.0%	1.7%	2.0%
OVERSEAS	1.7	1.5	98.2%	98.1%	1.8%	1.9%

One out of every one hundred travel parties (1.4%) who travelled to Ontario on business was comprised of adults and children under the age of 15.

The incidence of travel groups comprised of adults and children was the highest among Americans from Ontario's border states (2.2%) and lowest among total American states (1.2%).

WHAT TYPE OF ACCOMMODATION DID THEY USE?

Compared to other overnight visitors, overnight business visitors had a higher incidence of utilisation of commercial roofed accommodation (84.8% vs. 30.6%) and a lower incidence of utilisation of non-commercial accommodation. They also had a much higher incidence of utilization of hotels (75.4% vs. 22.2%) and, as expected, a lower incidence of utilisation of camping/trailer parks (0.5% vs. 8.3%).



These observations held across all origin groups. However, business visitors from the United States had the highest incidence of hotel utilization (80.2%), and business visitors from Ontario's border states had the highest incidence of utilization of motels (13.4%). While business visitors from Ontario had the highest incidence of staying in the homes of their friends and relatives (11.4%).

WHAT ELSE DID THEY DO IN ONTARIO?

As expected, overnight business visitors were almost half as active as other overnight visitors participating, on average, in 1.3 of the activities listed in Table 7, as opposed to 2.13 activities for the overall overnight visitors. However, with the exception of "visit friends or relatives" and "participate in outdoor activities", where other overnight visitors had a considerably higher

incidence of participation, overnight business visitors participated in the remaining activities listed in Table 7 almost as much as other overnight visitors. In fact, as far as nightlife/ entertainment (which includes casinos) is concerned, they had a considerably higher incidence of participation than other overnight visitors.

Shopping was the most popular activity among overnight business visitors, followed by sightseeing, participating in nightlife/ entertainment, and visiting friends/ relatives.

TABLE 7: Overnight Visitors in Ontario
Percent of Visitors by Activity, 1999

Activity	All Visitors %	Business Visitors %
Visit friends/relatives	58.1%	18.8%
Attend festivals/fairs	5.3%	2.4%
Attend cultural events	13.2%	10.9%
Attend sports events	5.4%	4.5%
Shopping	34.7%	31.3%
Sightseeing	30.6%	22.1%
Nightlife/entertainment	12.1%	19.5%
Visit theme parks	3.3%	1.3%
Visit parks or historic sites	14.0%	9.0%
Participate in outdoor activities	36.8%	10.5%

On the other hand, Americans and overseas business visitors visiting Ontario for one or more nights had a much higher incidence than other origins of participation in the other activities listed in Table 8. Overnight business visitors from overseas countries had the highest incidence of participation in VFR, festivals, cultural events, sports events, shopping, sightseeing, as well as in visiting parks/historic sites and theme parks, and participating in outdoor activities, while Americans had the highest incidence of participation in night-life.

TABLE 8: Overnight Business Visitors in Ontario
Percent of Visitors Who Participated in Selected Activities, 1999

Activity	Origin of Overnight Business Visitors			
	Canada	Ontario	USA	Overseas
Visit friends/relatives	18.4%	17.5%	16.3%	29.9%
Attend festivals/fair	1.9%	1.6%	2.4%	6.2%
Attend cultural events	6.1%	4.4%	14.4%	30.9%
Attend sports events	4.1%	4.8%	4.4%	8.1%
Shopping	18.2%	15.9%	45.1%	71.7%
Sightseeing	10.6%	8.5%	33.6%	60.0%
Nightlife/entertainment	17.0%	16.9%	24.1%	20.3%
Visit theme parks	0.5%	0.3%	1.0%	8.1%
Visit parks or historic sites	4.1%	2.8%	13.0%	28.6%
Participate in outdoor activities	11.6%	11.5%	7.4%	14.0%

Again, the observations show that the further away a business visitor comes from the more active he/she is in Ontario, as was the case with other visitors.

WHICH ONTARIO REGIONS DID THEY VISIT?*

Business visitors took trips to Ontario that had an urban-orientation. However, what is surprising is the extent to which business trips focused on Ontario's major urban centres. Metro Toronto received 39.5% of Ontario's business visitors (as opposed to 17.5% of the overall visitors), while Southwestern Ontario received 16.0% and Festival Country received 15.4%.

* As of 2001, the research regions identified in this report have changed.

This level of visitation rendered Toronto as the most frequently visited place in Ontario by business visitors, as opposed to the third most frequently visited place by all visitors.

Metro Toronto's dominance in this market increased even more among the overnight business sub-market where the region accounted for 52.6% of them.

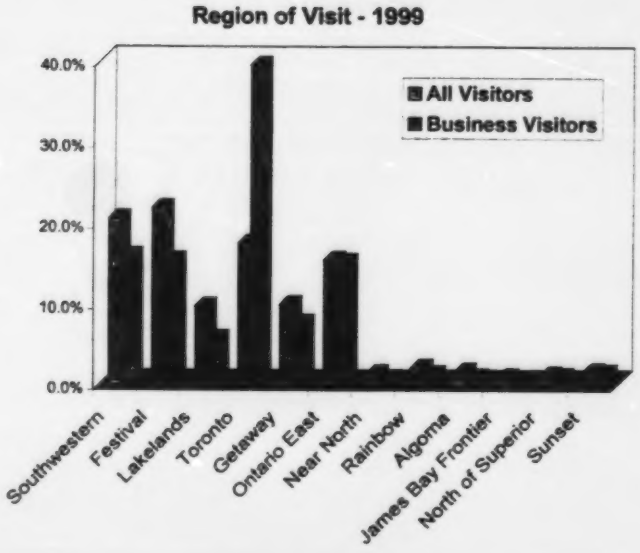


TABLE 9: Business Visitors in Ontario, 1999

Region Visited	Percent of Business Visitors, by Origin, Visiting each Ontario Travel Region*							
	Canada	Ontario	USA	Border States	Overseas	UK	France	Germany
Southwestern Ontario	12.3%	14.6%	28.7%	41.5%	3.7%	2.9%	0.0%	4.5%
Festival Country	12.9%	14.9%	20.8%	19.9%	25.5%	25.7%	30.4%	36.4%
Lakelands	7.2%	8.3%	1.8%	1.1%	1.4%	2.9%	4.3%	4.5%
Metro Toronto	35.3%	30.7%	46.5%	31.6%	70.8%	74.3%	65.2%	63.6%
Getaway Country	9.2%	10.8%	3.9%	3.5%	2.8%	8.6%	0.0%	0.0%
Ontario East	17.3%	14.8%	7.5%	5.2%	22.7%	20.0%	21.7%	9.1%
Near North	1.0%	1.1%	0.2%	0.2%	0.2%	0.0%	0.0%	0.0%
Rainbow Country	1.7%	1.8%	0.4%	0.2%	0.5%	0.0%	4.3%	0.0%
Algoma Country	1.0%	1.1%	0.8%	1.2%	0.0%	0.0%	0.0%	0.0%
James Bay Frontier	0.7%	0.8%	0.1%	0.1%	0.5%	0.0%	0.0%	0.0%
North of Superior	1.2%	1.2%	0.5%	0.4%	0.2%	0.0%	0.0%	0.0%
Sunset Country	1.7%	1.0%	1.0%	1.5%	0.2%	0.0%	0.0%	0.0%

The percentages are based on the total number of visitors with a known regional destination in Ontario.

Business visitors from overseas countries had the highest incidence of visitation to Metro Toronto, followed by Americans and Canadians from provinces other than Ontario. Overseas business visitors visited primarily Toronto, Ontario East and Festival Country, Americans visited Toronto, Southwestern Ontario and Festival Country, while Ontarians visited Toronto, Festival Country, Ontario East and Southwestern Ontario. Business visitors from the states bordering the Great Lakes were the only ones that visited more frequently a region other than Toronto (Southwestern Ontario).

Metro Toronto had the highest proportion of overnight business visitors from outside Ontario (64.9%), mainly because of business visitors from Quebec and the United States. It also had the most diversified business market in that its top four markets accounted only for 47.7% of its overnight business visitors (as compared to James Bay Frontier where one market, Ontario, accounted for 79.5% of its overnight business visitors).

With the exception of Metro Toronto, Festival Country and Ontario East, all other Ontario travel regions drew the majority of their overnight business visitors from Ontario.

Overnight business visitors from overseas countries moved around the province more than overnight business visitors from other origins, visiting on average 1.32 Ontario travel regions. Overnight business visitors from the U.S. visited, on average, 1.22 travel regions and Ontarians, 1.04 travel regions. These differences were not as significant as those of other overnight visitors whereby the farther away a visitor came from, the more travel regions he/she visited.

TABLE 10: The Top Overnight Business Markets for each one of Ontario's Travel Regions, 1999

Region Visited	% of a Region's Overnight Business Visitors Coming from:	
Southwestern Ontario	Ontario (264,000)	68.4%
	Michigan (20,000)	5.2%
	New York (10,000)	2.6%
	Illinois (8,000)	2.1%
Festival Country	Ontario (176,000)	26.3%
	Michigan (56,000)	8.4%
	Pennsylvania (21,000)	3.1%
	Ohio (20,000)	3.0%
Lakelands	Ontario (177,000)	71.4%
	Quebec (13,000)	5.2%
	Western Canada (7,000)	2.8%
	Michigan (6,000)	2.4%
Metro Toronto	Ontario (531,000)	23.3%
	Quebec (314,000)	13.8%
	Western Canada (153,000)	6.7%
	New York (88,000)	3.9%
Getaway Country	Ontario (120,000)	54.3%
	Michigan (11,000)	5.0%
	Illinois (7,000)	3.2%
	Ohio (6,000)	2.7%
Ontario East	Ontario (312,000)	41.1%
	Quebec (120,000)	15.8%
	Western Canada (56,000)	7.4%
	Atlantic Canada (32,000)	4.2%
Near North	Ontario (27,000)	75.0%
	Western Canada (3,000)	8.3%
	Quebec (2,000)	5.6%
Rainbow Country	Ontario (49,000)	71.0%
	Western Canada (5,000)	7.2%
Algoma Country	Ontario (35,000)	77.8%
	Western Canada (4,000)	8.9%
James Bay Frontier	Ontario (31,000)	79.5%
	Western Canada (3,000)	7.7%
North of Superior	Ontario (52,000)	65.8%
	Manitoba (8,000)	10.1%
Sunset Country	Ontario (29,000)	59.2%
	Manitoba (15,000)	30.6%

HOW MUCH DID THEY SPEND IN ONTARIO?

The expenditures of business visitors accounted for 26.8% of the total spending in Ontario by all visitors, or almost three times the proportion of trips that business visitors accounted for (9.6%) in 1999. This implies that business visitors spent more per person trip than other Ontario visitors did.

Although Ontarians accounted for 37.9% of the total visitor spending in Ontario, they only accounted for 26.9% of the business spending. Similarly, the Canadian share (including Ontario) of business expenditures declined when compared to their share of total visitors' expenditures.

On the other hand, the share of business expenditures accounted for by American and overseas visitors increased when compared to their share of total visitors' spending, with Japan and Illinois experiencing the largest increases. A similar experience was recorded for visitors from Quebec, with overnight business visitors spending proportionately more than all overnight visitors.

TABLE 11: Total Spending Assigned to Ontario, All Visitors 1999				
Visitors' Origin	All Visitors (000)	Share	Business Visitors (000)	Share
TOTAL	$13,059,947	100.0%	$3,494,886	100.0%
CANADA	$5,966,542	45.7%	$1,449,995	41.5%
Ontario	$4,944,194	37.9%	$939,384	26.9%
Quebec	$449,511	3.4%	$241,901	6.9%
USA	$4,924,326	37.7%	$1,404,132	40.2%
Michigan	$1,206,966	9.2%	$88,159	2.5%
New York	$805,233	6.2%	$108,845	3.1%
Ohio	$359,072	2.7%	$76,722	2.2%
Pennsylvania	$219,722	1.7%	$57,070	1.6%
Illinois	$241,873	1.9%	$97,420	2.8%
OVERSEAS	$2,169,079	16.6%	$640,759	18.3%
UK	$503,108	3.9%	$66,709	1.9%
Japan	$222,124	1.7%	$110,899	3.2%
Germany	$147,445	1.1%	$32,096	0.9%
France	$123,400	0.9%	$25,411	0.7%

Of the total spending by business visitors in Ontario ($3.5 billion), 86.0% was spent by overnight business visitors, although the latter group accounted only for 42.5% of the total business visits in the province.

Table 13 shows the average spending per person visit, as well as per party-night, for all overnight visitors and compares these statistics to those of the overnight business visitors. Overall, overnight business visitors had an average spending per person visit of $693, as compared to an average of $239 for the general overnight visitor population.

On a party per night basis, however, the difference in the average spending between overnight business visitors and other overnight visitors was reduced significantly.

Overnight business visitors from Ontario had the lowest average spending per person visit ($399), as well as per party-night ($197).

Overnight business visitors from the U.K. and Germany had the highest average spending per person visit, followed by those coming from Japan and France. The high average spending per overnight business visit from overseas countries was partly due to the high transportation costs to reach Ontario and the longer length of stay in

TABLE 12: Total Spending Assigned to Ontario, Overnight Visitors 1999				
Visitors' Origin	All Overnight Visitors (000)	Share	Overnight Business Visitors (000)	Share
TOTAL	$9,541,396	100.0%	$3,005,662	100.0%
CANADA	$4,200,457	44.0%	$1,171,650	39.0%
Ontario	$3,227,602	33.8%	$691,037	23.0%
Quebec	$402,100	4.2%	$212,985	7.1%
USA	$3,267,812	34.2%	$1,216,410	40.5%
Michigan	$405,922	4.3%	$53,309	1.8%
New York	$385,474	4.0%	$83,974	2.8%
Ohio	$247,614	2.6%	$56,232	1.9%
Pennsylvania	$173,603	1.8%	$44,380	1.5%
Illinois	$218,359	2.3%	$90,189	3.0%
OVERSEAS	$2,073,127	21.7%	$617,602	20.5%
UK	$482,308	5.1%	$65,217	2.2%
Japan	$217,434	2.3%	$110,211	3.7%
Germany	$141,146	1.5%	$32,096	1.1%
France	$114,226	1.2%	$24,582	0.8%

the province.

On a per party-night basis, however, the difference between the average spending of overnight business visitors from overseas countries and that of business visitors from other regions declined considerably. Although business visitors from Japan and the U.K. had the highest average spending per party-night, they were now closely followed by business visitors from Illinois and New York.

TABLE 13: Overnight Visitors, 1999
Average Expenditures in Ontario

Origin of Visitors	All Overnight Visitors		Overnight Business Visitors	
	Average per Person	Average per Party-night	Average per Person	Average per Party-night
TOTAL	$239	$133	$693	$296
CANADA	$139	$84	$450	$194
Ontario	$120	$81	$399	$197
Quebec	$239	$111	$466	$216
USA	$419	$269	$903	$457
Michigan	$244	$226	$423	$278
New York	$266	$211	$730	$433
Ohio	$354	$268	$721	$365
Pennsylvania	$359	$228	$625	$376
Illinois	$526	$314	$859	$507
OVERSEAS	$1,106	$226	$1,604	$417
UK	$1,263	$240	$1,976	$539
France	$1,385	$488	$1,117	$492
Germany	$1,046	$215	$1,528	$422
Japan	$524	$270	$1,431	$680

It is interesting to note in Table 13, that on a per party night basis, overnight business visitors from the U.S. as a whole had a higher average spending than those from overseas countries as a whole (although overnight business visitors from Japan and the U.K. had higher average spending per party-night than those from the United States). It was the longer length stay in Ontario that eventually contributed to the higher average spending per person visit for the overnight business visitors from overseas countries.

When transportation costs are removed from the overnight business visitors spending, the ranking of the high yield markets changes somewhat. Overnight business visitors from Japan continued to have the highest average spending per party-night and per person-night, but it was business visitors from the U.K. that had the highest average spending per person visit (see Table 14). It is also interesting to note in Table 14, that the average spending of overnight business visitors from the United States per person night and per party night is very close to that of Japanese overnight business visitors.

Table 13 demonstrates that, when all expenditures are taken into account, the overnight business visitors from the UK and Germany constitute Ontario's highest yield segments in this market, followed by the Japanese. However, in order to determine the importance of these visitor groups to the provincial economy, one needs to look at the expenditure shares of each of these groups and not just their average spending per person visit. This is done in Table 12.

According to Table 12, although UK, Germany and Japan maintained their importance within the overseas group, it was U.S. residents that contributed the most to the total spending of overnight business visitors in the province, accounting for 40.5% of this spending. Canadian overnight business visitors accounted for 39.0% of the total spending of overnight business visitors in the province. It was Ontario residents that accounted for most of the Canadian business spending in the province (59.0%), although this share was significantly lower than Ontario residents' share of

the total expenditures incurred by all overnight visitors (76.8%).

Irrespective of an overnight business visitor's origin, accommodation accounted for the largest share of their non-transport related spending in Ontario, followed by food/beverage and in the case of overseas visitors, retail, as shown in Table 14.

Overnight business visitors from the United States, and especially those from Ontario's Border States, had one of the highest shares of non-transport related expenditures going to accommodation, partly because these visitors had the highest incidence of usage of commercial roofed accommodation.

Overnight business visitors from overseas countries had the highest share of their non-transport expenditures going to retail shopping and the lowest share among all origin groups going to food and beverage. Again, these observations imply that shopping is an important activity for the overnight business visitors from overseas countries.

Overnight business visitors from Japan had the highest average spending on accommodation on a per person-night and on a per party-night basis, while the overnight business visitors from the U.K. had the highest average spending on a per person visit basis. As Table 14 shows, depending on the measure used (i.e., person-visits, person-nights, etc.) for a particular tourism expenditure item, a different origin group shows up as the highest yield segment.

It should be noted that the average expenditures for all overseas visitors was higher in 1999 than the spending levels of Germany, and Japan depicted in Table 14. This is due to the high spending levels of the total East Asian market (comprised of China, Hong Kong, Japan, South Korea, Taiwan, and other).

TABLE 14: How Overnight Business Visitors Spent their Non-transport Budget in Ontario by Origin, 1999

Item of Expenditure	Origin of Overnight Business Visitors							
	Canada	Ontario	USA	USA Border States	Over-seas	UK	Ger-many	Japan
Spending by overnight business visitors, excluding transport related expenditures (millions)	$847	$448	$772	$263	$387	$34	$16	$61
As a % of overnight business visitors' total spending in Ontario	72.3%	64.8%	63.5%	71.6%	62.7%	51.8%	48.8%	55.2%
Average Spending								
Per person	$325	$259	$573	$476	$1,005	$1,025	$745	$791
Per person-night	$125	$111	$199	$197	$177	$184	$153	$222
Per party-night	$141	$127	$290	$278	$261	$279	$206	$376
Accommodation (millions)	$498	$259	$450	$150	$195	$19	$9	$33
As a % of the non-transport spending of overnight business visitors	58.8%	57.9%	58.2%	56.9%	50.5%	56.6%	55.5%	55.0%
Average Spending								
Per person	$191	$150	$334	$271	$508	$580	$414	$435
Per person-night	$73	$64	$116	$112	$89	$104	$85	$122
Per party-night	$83	$74	$169	$158	$132	$158	$114	$207
Food/Beverage (millions)	$271	$146	$192	$69	$78	$9	$4	$12
As a % of the non-transport spending of overnight business visitors	32.0%	32.6%	24.8%	26.0%	20.2%	26.9%	24.5%	19.1%
Average Spending								
Per person	$104	$85	$142	$124	$203	$275	$182	$151
Per person-night	$40	$36	$50	$51	$36	$49	$38	$42
Per party-night	$45	$42	$72	$72	$53	$75	$50	$72
Recreation/Entertainment (millions)	$33	$21	$54	$19	$29	$2	$0.8	$3
As a % of the non-transport spending of overnight business visitors	3.8%	4.7%	7.0%	7.3%	7.6%	6.0%	5.0%	5.5%
Average Spending								
Per person	$12	$12	$40	$35	$77	$61	$37	$43
Per person-night	$5	$5	$14	$14	$13	$11	$8	$12
Per party-night	$5	$6	$20	$20	$20	$17	$10	$21
Retail (millions)	$45	$22	$76	$26	$84	$4	$2	$12
As a % of the non-transport spending of overnight business visitors	5.3%	4.8%	9.9%	9.7%	21.7%	10.5%	15.0%	20.4%
Average Spending								
Per person	$17	$12	$57	$46	$218	$108	$112	$162
Per person-night	$7	$5	$20	$19	$38	$19	$23	$45
Per party-night	$7	$6	$29	$27	$57	$29	$31	$77

HOW DID ONTARIO'S INTERNATIONAL BUSINESS VISITORS EVALUATE VARIOUS ASPECTS OF THEIR TRIP IN CANADA?

In general, international visitors' ratings of Canada's various services were considerably high. However, U.S. visitors in general and business visitors specifically, rated many aspects of their trip in Canada as being the same in both countries. These aspects included; transportation, accommodation, hospitality of local people, value of money, and variety of things to see and do. The only aspect of their trip to Canada that was rated "better" by the U.S. overnight market was value for money. This is not surprising considering the strong U.S. dollar in 1999.

Ontario's overseas visitors had a mixed reaction to the different aspects of their trip to Canada. Transportation was thought to be better in Canada by 39.7% of the overnight business visitors from overseas. The majority of all overnight visitors from overseas (53.5%) and the majority of overnight business visitors (59.6%) from overseas considered accommodation in Canada to be the same as in their home country. The hospitality of the local people in Canada was thought to be the same or better in Canada than in their home countries by U.S. and overseas overnight business travellers. Due to the weak Canadian dollar, it is not surprising that all overnight groups ranked the value for money in Canada as being better than in their home country.

TABLE 15: Rating of Various Aspects of Trip in Canada 1999

Origin of Visitors	All Visitors Overnight		Business Visitors Overnight	
	U.S.	Overseas	U.S.	Overseas
Transportation				
Better	22.9%	42.8%	21.4%	39.7%
Same	67.9%	39.3%	73.1%	45.7%
Not as good	9.1%	17.9%	5.5%	14.6%
Accommodation				
Better	12.8%	41.0%	13.6%	35.8%
Same	79.1%	53.5%	80.3%	59.6%
Not as good	8.1%	5.5%	6.1%	4.6%
Hospitality of local people				
Better	40.1%	52.2%	39.0%	43.8%
Same	55.5%	43.1%	57.6%	49.9%
Not as good	4.4%	4.7%	3.5%	6.3%
Value of money				
Better	56.8%	52.3%	65.4%	45.1%
Same	29.1%	31.3%	25.4%	36.6%
Not as good	14.1%	16.4%	9.2%	18.2%
Variety of things to see and do				
Better	21.8%	44.9%	15.4%	39.4%
Same	71.0%	42.5%	75.8%	40.6%
Not as good	7.2%	12.6%	8.9%	20.0%

ONTARIO'S CONVENTION MARKET – 1999

HOW MANY CONVENTION VISITORS AND WHERE DID THEY COME FROM?

In 1999, 1.2 million visits were made in Ontario for business convention purposes.* This level of visitation accounted for 11.4% of the 10.2 million business visits or 1.1% of the total 106 million person visits. If pleasure convention visits made by Canadians were also included, the total convention visits reached 1.3 million in 1999. The remainder of this report will examine only business conventions, as opposed to business and non-business conventions.

TABLE 16: Total Convention Visits in Ontario, 1999

Origin of Visitors (000's)	Business Visitors	Share (%)	Convention Visitors	Share (%)
TOTAL	10,199	100.0%	1,166	100.0%
CANADA	7,292	71.5%	631	54.1%
Ontario	6,119	60.0%	458	39.3%
Other Provinces	1,173	11.5%	173	14.8%
USA	2,476	24.3%	394	33.8%
Border States	1,529	15.0%	159	13.6%
Michigan	772	7.6%	14	1.2%
New York	283	2.8%	56	4.8%
Ohio	144	1.4%	24	2.1%
Pennsylvania	98	1.0%	19	1.6%
Illinois	135	1.3%	23	2.0%
Minnesota	56	0.5%	12	1.0%
Wisconsin	42	0.4%	11	0.9%
Other USA	948	9.3%	235	20.2%
OVERSEAS	431	4.2%	141	12.1%
UK	35	0.3%	8	0.7%
Japan	81	0.8%	17	1.5%
France	23	0.2%	7	0.6%
Germany	22	0.2%	5	0.4%
Other Europe	92	0.9%	43	3.7%
Other Asia	91	0.9%	32	2.7%
All Other	87	0.9%	29	2.5%

As Table 16 summarizes, the majority of Ontario's business convention visitors came from Canada (54.1%), with 72.6% of them coming from Ontario. The U.S. business convention market represented 33.8% of this segment in 1999, with New York State providing the most business convention visitors (14.2% of total American convention visitors). Collectively, 13.6% of the business convention market in Ontario originated in the Border States. Business convention visitors from the overseas markets accounted for 12.1% of Ontario's market, with Japan representing 12.1% of all overseas visitors in this market segment.

Of the nearly 1.2 million convention visitors to Ontario, approximately 960,000 (82.2%) stayed at least one night in the province. Convention visitors had a higher propensity to stay overnight in the province when compared to all business visitors (only 42.5% of business visitors stayed overnight in the province).

* Business travelers whose main purpose of trip was to attend conventions, conferences, trade shows or seminars.

TABLE 17: Overnight Convention Visits in Ontario, 1999				
Origin of Visitors (000's)	Overnight Business Visitors	Share (%)	Overnight Convention Visitors	Share (%)
TOTAL	4,336	100.0%	958	100.0%
CANADA	2,604	60.1%	487	50.8%
Ontario	1,730	39.9%	314	32.8%
Other Provinces	874	20.2%	173	18.1%
USA	1,347	31.1%	343	35.8%
Border States	553	12.8%	133	13.9%
Michigan	126	2.9%	14	1.5%
New York	115	2.7%	36	3.8%
Ohio	78	1.8%	23	2.4%
Pennsylvania	71	1.6%	17	1.8%
Illinois	105	2.4%	21	2.2%
Minnesota	31	0.7%	11	1.1%
Wisconsin	26	0.6%	11	1.1%
Other USA	794	18.3%	210	21.9%
OVERSEAS	385	8.9%	128	13.4%
UK	33	0.8%	8	0.8%
Japan	77	1.8%	16	1.7%
France	22	0.5%	6	0.6%
Germany	21	0.5%	5	0.5%
Other Europe	81	1.9%	39	4.1%
Other Asia	77	1.8%	30	3.1%
All Other	74	1.7%	25	2.6%

The majority (50.8%) of overnight convention visitors were Canadians, with every one in three (32.8%) overnight convention visitors originating in Ontario. An additional third of overnight convention visitors (35.8%) were from the USA, with 13.9% of Americans from New York State. Overnight convention visitors from overseas countries made up 13.4% of the market. Of these visitors, 12.5% of them were from Japan.

HOW LONG DID THEY STAY IN ONTARIO?

On average, Ontario's overnight convention visitors stayed 1.4 nights longer (4.36 nights) in the province than overnight business visitors combined. In fact, convention visitors on average stayed a day longer in the province than total overnight visitors. Although convention visitors only accounted for 1.1% of the total visitors to Ontario, convention visitors' are nevertheless a very lucrative market. Spending by convention visitors accounted for 6.1% of tourism expenditures in the province in 1999.

As was the case with business visitors, overnight convention visitors from overseas countries tended to stay longer in the province compared to business convention visitors from other origins. Though visitors from Wisconsin had the lowest incidence of

TABLE 18: Overnight Convention Visitors by Length of Stay in Ontario, 1999	
Origin of Visitors	Average Number of Nights
CANADA	2.61
Ontario	2.01
Other Provinces	3.70
USA	4.14
Border States	3.39
Other USA	4.61
OVERSEAS	6.33
UK	6.68
Japan	4.11
France	4.61
Germany	5.74
Other Europe	6.49
Other Asia	6.93
All Others	7.18

convention visits in the province, these visitors tended to stay the longest in the province among convention visitors from the United States, followed by other convention visitors from the USA and Canadian provinces other than Ontario. Ontarians tended to stay the least amount of time for convention purposes. As summarized in Table 18, the average length of stay for Canadian overnight convention visitors in Ontario was 2.61 nights, Americans stayed an average of 4.14 nights, and overseas visitors stayed an average of 6.33 nights.

Two out of every five (41.5%) of Ontario's overnight convention visitors stayed in the province for two nights or less, over half (58.9%) stayed for three nights or less and 19.8% stayed in the province for a week or longer.

WHAT ELSE DID THEY DO IN ONTARIO?

Different from overnight business visitors, who were half as active as other overnight visitors, overnight convention visitors were nearly as active as other overnight visitors. On average, they participated in 1.9 of the activities listed in Table 19, as opposed to 2.1 activities for all overnight visitors and 1.3 for business visitors. However, with the exception of "visiting friends or relatives" and "participating in outdoor activities", where other overnight visitors had considerably higher incidences of participation, overnight convention visitors participated in the remaining activities more so than other overnight visitors. Also, similar to business visitors, overnight convention visitors participated in shopping, sightseeing and nightlife/entertainment (including casinos) at considerably higher incidences of participation than other overnight visitors did.

Shopping continued to be the most popular activity among overnight convention visitors, followed by sightseeing, participating in nightlife/entertainment and visiting friends/relatives.

TABLE 19: Overnight Convention Visitors in Ontario
Percent of Visitors Who Participated in Selected Activities, 1999

Activity	Origin of Overnight Convention Visitors			
	Canada	Ontario	USA	Overseas
Visit friends/relatives	25.1%	20.7%	23.6%	25.0%
Attend festivals/fair	3.1%	1.6%	5.2%	14.1%
Attend cultural events	2.7%	1.9%	16.0%	28.9%
Attend sports events	3.3%	1.3%	5.0%	8.6%
Shopping	24.6%	19.7%	68.8%	80.5%
Sightseeing	16.0%	10.5%	60.6%	75.0%
Nightlife/entertainment	21.1%	15.3%	28.6%	23.4%
Visit theme parks	1.2%	0.0%	0.3%	5.5%
Visit parks or historic sites	7.4%	3.2%	21.0%	40.6%
Participate in outdoor activities	17.0%	14.6%	7.6%	15.6%

TABLE 20: Overnight Convention Visitors in Ontario, Percent of Visitors by Activity, 1999

Activity	Convention Visitors %
Visit friends/relatives	24.5%
Attend festivals/fairs	5.3%
Attend cultural events	11.0%
Attend sports events	4.6%
Shopping	47.9%
Sightseeing	39.9%
Nightlife/entertainment	24.1%
Visit theme parks	1.5%
Visit parks or historic sites	16.7%
Participate in outdoor activities	13.5%

When compared to convention visitors from other origins, overnight convention visitors from overseas were the most active in participating in all of the activities listed in Table 20, with the exception of attending sports events. They participated, on average, in 3.17 activities, a level of participation that is much higher than other overnight visitors, business visitors and other convention visitors. Overnight convention visitors from the USA participated in 2.37 activities and overnight convention visitors from Canadian provinces other than Ontario participated in 2.08 activities. Overnight convention visitors from Ontario were the least active group (0.89 activities).

WHICH ONTARIO REGIONS DID THEY VISIT?

Compared with the strong urban-orientation of business visitors' trips in Ontario, convention visitors' trips were even more focused on Ontario's major urban centres. Metro Toronto received 61.1% of Ontario's convention visitors (as opposed to 39.5% of the business visitors and 17.5% of the overall visitors), while Festival Country received 21.7% and Ontario East received 13.3%.

This level of visitation again rendered Toronto as the most frequently visited place in Ontario by convention visitors, as opposed to the third most frequently visited place by total visitors to the province.

Metro Toronto dominated the overnight convention market with 59.7% of the market staying within the City (Toronto accounted for 52.6% of the overnight business visitors).

TABLE 21: The Top Overnight Convention Markets - Ontario's Travel Regions, 1999

Region Visited	% of a Region's Overnight Convention Visitors Coming from:	
Southwestern Ontario	Ontario (28,000)	62.2%
Festival Country	Ontario (73,000)	45.3%
	Ohio (11,000)	6.8%
Lakelands	Ontario (32,000)	72.7%
	Germany (2,000)	4.5%
Metro Toronto	Ontario (113,000)	19.8%
	New York (29,000)	5.1%
Getaway Country	Ontario (18,000)	56.3%
	Ohio (3,000)	9.4%
Ontario East	Ontario (31,000)	23.8%
	Wisconsin (6,000)	4.6%
Near North	Ontario (3,000)	75.0%
Rainbow Country	Ontario (6,000)	66.7%
Algoma Country	Ontario (1,000)	5.0%
James Bay Frontier	Ontario (1,000)	100.0%
North of Superior	Ontario (13,000)	68.4%
Sunset Country	Ontario (3,000)	50.0%

TABLE 22: Overnight Convention Visitors in Ontario, 1999

Region Visited	Percent of Overnight Convention Visitors, by Origin, Visiting each Ontario Travel Region*							
	Canada	Ontario	USA	Border States	Overseas	UK	France	Germany
Southwestern Ontario	7.0	8.9	2.6	3.8	1.6	-	-	-
Festival Country	17.7	23.2	15.2	20.3	18.0	37.5	16.7	60.0
Lakelands	7.4	10.2	1.7	0.8	1.6	12.5	-	40.0
Metro Toronto	44.6	36.0	77.0	69.9	71.1	62.5	83.3	-
Getaway Country	3.7	5.7	2.6	4.5	3.9	12.5	-	-
Ontario East	15.0	9.9	8.5	10.5	21.9	25.0	-	-
Near North	0.6	1.0	-	-	0.8	-	-	-
Rainbow Country	1.8	1.9	-	-	-	-	-	-
Algoma Country	3.9	0.3	0.3	0.8	-	-	-	-
James Bay Frontier	0.2	0.3	-	-	-	-	-	-
North of Superior	2.9	4.1	1.5	1.5	-	-	-	-
Sunset Country	1.0	1.0	0.3	0.8	-	-	-	-

Convention visitors from the USA had the highest incidence of visitation (79.4%) in Metro Toronto, compared with only 46.5% of all business visitors from the USA. Convention visitors from overseas countries (73.0%) and Canadians from provinces other than Ontario (60.7%) also had high incidences of visiting Metro Toronto. American and overseas convention visitors primarily visited Metro Toronto, Ontario East and Festival Country. Ontarians had lower incidences of visitation of Metro Toronto (41.7%), but higher incidences to other regions within the province, like Festival Country, Ontario East and Southwest Ontario.

Metro Toronto had the highest proportion of overnight convention visitors from outside of Ontario (80.2%), in comparison to other regions within the province, its convention market was more diversified - its largest market (Ontario) accounted for only 19.8% of all overnight convention visitors to the region, compared to 30.7% for all business visitors.

Although Ontario was the largest source of overnight convention travel for most of the regions, with the exception of Lakelands, Metro Toronto, Ontario East, and Algoma Country, the remaining regions drew the majority of their overnight convention visitors from outside of the province.

Overnight convention visitors from overseas countries moved around the province more than overnight convention visitors from other origins, visiting on average 1.19 Ontario travel regions. Overnight convention visitors from the USA visited an average of 1.09 travel regions and Ontarians visited an average of 1.02 travel regions.

WHAT WAS THEIR PARTY SIZE?

The majority of parties of overnight convention visitors traveling in Ontario were comprised of only one person (78.4%). Different from other business visitors, 39.0% of U.S. overnight convention visitors travelled with a companion, and Canadians (89.1%) traveled alone. As a result, the U.S. convention travelers had the highest average party size (1.6 persons) and Canadians the lowest (1.1 persons).

TABLE 23: Average Party Size (persons) Convention Visitors in Ontario, 1998

Origin of Visitors	Total	Overnight
CANADA	1.13	1.13
Ontario	1.14	1.15
USA	1.64	1.63
Border States	1.67	1.62
OVERSEAS	1.47	1.49

HOW MUCH DID THEY SPEND IN ONTARIO?

The expenditures of overnight business convention visitors accounted for 6.1% of total visitor spending in Ontario and 8.0% of all overnight visitor spending in the province. Considering that overnight business convention visitors accounted for 2.4% of the total overnight visitors in the province, the proportion of spending was four times that of the size of this market. This implies that overnight business convention visitors spent more per person trip than other overnight visitors.

TABLE 24: Total Spending Assigned to Ontario, Convention Visitors, 1999

Visitors' Origin	Convention Visitors (000)	Share
TOTAL	$803,090	100.0%
CANADA	$232,224	28.9%
Ontario	$120,893	15.1%
Other Provinces	$111,331	13.9%
USA	$347,014	43.2%
New York	$37,819	4.7%
Pennsylvania	$13,149	1.6%
Illinois	$21,487	2.7%
Ohio	$14,269	1.8%
Wisconsin	$6,148	0.8%
OVERSEAS	$223,852	27.9%
UK	$13,335	1.7%
Japan	$26,967	3.4%
Germany	$5,106	0.6%
France	$10,036	1.2%

Ontarians accounted for a smaller proportion of the total convention visitor spending in Ontario (15.1%), compared with their proportion of total visitor spending (37.9%) and business visitor spending (26.9%). Meanwhile, the shares of convention expenditures accounted for by Americans, by Canadians from a province other than Ontario and by overseas visitors increased considerably when compared to their shares of total visitors' expenditures and business expenditures.

Of the total spending by convention visitors in Ontario ($803 million), 95.0% was spent by overnight convention visitors, even though this group represented over four-fifths (82.2%) of all convention visitors. Tables 24 and 25 summarize the total spending by all convention visitors and overnight convention visitors by origin.

While Canadian convention visitor spending decreased in proportion when compared to their share

TABLE 25: Total Spending Assigned to Ontario, Overnight Convention Visitors 1999

Visitors' Origin	Overnight Convention Visitors (000)	Share
TOTAL	$762,521	100.0%
CANADA	$222,721	29.2%
Ontario	$111,389	14.6%
Other provinces	$111,331	14.6%
USA	$323,832	42.5%
New York	$33,989	4.5%
Pennsylvania	$12,235	1.6%
Illinois	$20,950	2.7%
Ohio	$12,786	1.7%
Wisconsin	$6,148	0.8%
OVERSEAS	$215,968	28.3%
UK	$13,125	1.7%
Japan	$26,967	3.5%
Germany	$5,106	0.7%
France	$9,779	1.3%

of total visitors' spending, convention visitors from the USA and overseas increased their share of spending when compared to their total visitor spending and business visitor spending. This indicates that American and overseas convention visitors spend more per person than Canadian convention visitors.

Table 26 summarizes the average spending per person visit, as well as per party-visit for all overnight convention visitors. Overall, overnight convention visitors had an average spending of $796 per person visit, as compared to an average of $239 per person visit for the general overnight visitors or $693 for the overnight business visitors.

Overnight convention visitors from provinces other than Ontario had the lowest average spending per person visit ($355), as well as per party visit ($408). Overnight convention visitors from Japan and the U.K. had the highest average spending per person visit, followed by those from France and Germany. The high average per visit spending by overnight convention visitors from overseas was partly due to the high transportation costs to reach Ontario and the longer length of stay in the province.

On a per party visit basis, the average spending by overnight convention visitors from overseas countries remained the highest. Overnight convention visitors from overseas spent an average of $2,511 per party visit, American overnight convention visitors spent an average of $1,542 per party visit, while Canadian overnight convention visitors spent an average of $518 per party visit.

When transportation costs are removed from overnight convention visitor spending (Table 27), there are two distinct changes in the markets, compared to business visitors. Firstly, the proportion of spending on non-transport items is higher among the convention visitors in all markets, except Japan. Secondly, with the exception of visitors from Germany, the U.K. and Canada, the average spending per person visit increased by about one third. The fact that convention visitors have higher average spending patterns when compared to business visitors in general is due to the length of stay, which tends to be two thirds of a day longer for convention visitors in the province. Secondly, as previously mentioned, overnight convention visitors participated in nearly two times as many activities than business visitors while in the province – especially shopping, sightseeing and nightlife/entertainment. Participating in these activities impacted the average per person spending by overnight convention visitors, with the exception of those from Germany, the U.K. and Canada.

Irrespective of an overnight convention visitor's origin, accommodation accounted for the largest share of their non-transport related spending in Ontario. In the Canadian and American markets, accommodation spending was followed by food and beverage, recreation/entertainment, and retail. In the overseas markets spending on retail, food and beverage, and recreation/entertainment followed the accommodation expenditures.

As mentioned, overnight convention visitors from overseas had the highest share of their non-transport expenditures going to retail and the lowest share among all origins going to food and beverage. Again, these observations imply that shopping is an important activity for the overnight convention visitors from overseas countries.

TABLE 26: Overnight Convention Visitors, 1999
Average Expenditures in Ontario

Origin of Visitors	Average per Person Visit	Average per Party Visit
TOTAL	$796	$1,050
CANADA	$457	$518
Ontario	$355	$408
Other provinces	$644	$709
USA	$944	$1,542
New York	$944	$1,416
Pennsylvania	$720	$1,224
Illinois	$998	$1,496
Ohio	$556	$984
Wisconsin	$559	$1,537
OVERSEAS	$1,687	$2,511
UK	$1,641	$2,188
Japan	$1,685	$2,452
Germany	$1,021	$1,702
France	$1,630	$1,956

TABLE 27: How Overnight Convention Visitors Spent their Non-transport Budget in Ontario, by Origin, 1999

Item of Expenditure	Origin of Overnight Convention Visitors							
	Canada	Ontario	USA	USA Border States	Overseas	UK	Germany	Japan
Spending by overnight convention visitors, excluding transport related expenditures (millions)	$186,901	$88,280	$256,555	$81,622	$154,211	$8,018	$3,209	$13,701
As a % of overnight convention visitors' total spending in Ontario	83.9%	79.3%	78.9%	79.6%	71.4%	61.1%	62.8%	50.8%
Average Spending								
Per person	$384	$281	$745	$614	$1,205	$1,002	$642	$856
Per party visit	$435	$323	$1,217	$995	$1,793	$1,336	$1,070	$1,246
Accommodation (millions)	$115,551	$54,043	$143,172	$46,289	$74,363	$4,334	$1,843	$6,252
As a % of the non-transport spending of overnight convention visitors	61.8%	61.2%	56.0%	56.7%	48.2%	54.1%	57.4%	45.6%
Average Spending								
Per person	$237	$172	$417	$348	$581	$542	$369	$391
Per party visit	$269	$198	$682	$565	$865	$722	$614	$568
Food/Beverage (millions)	$52,301	$24,542	$58,349	$18,269	$27,034	$2,268	$563	$2,658
As a % of the non-transport spending of overnight convention visitors	28.0%	27.8%	22.8%	22.4%	17.5%	28.3%	17.5%	19.4%
Average Spending								
Per person	$107	$78	$170	$137	$211	$284	$113	$166
Per party visit	$122	$90	$278	$223	$314	$378	$188	$242
Recreation/Entertainment (millions)	$7,882	$4,093	$20,405	$6,460	$12,311	$501	$238	$948
As a % of the non-transport spending of overnight convention visitors	4.2%	4.6%	8.0%	7.9%	8.0%	6.2%	7.4%	6.9%
Average Spending								
Per person	$16	$13	$59	$49	$96	$63	$48	$59
Per party visit	$18	$15	$97	$79	$143	$84	$79	$86
Retail (millions)	$11,167	$5,602	$33,629	$10,604	$40,503	$915	$565	$3,843
As a % of the non-transport spending of overnight convention visitors	6.0%	6.3%	13.2%	13.0%	26.3%	11.4%	17.6%	28.0%
Average Spending								
Per person	$23	$18	$98	$80	$316	$114	$113	$240
Per party visit	$26	$21	$160	$129	$471	$153	$188	$349

HOW DID ONTARIO'S INTERNATIONAL CONVENTION VISITORS EVALUATE VARIOUS ASPECTS OF THEIR TRIP IN CANADA?

TABLE 28: Rating of Various Services in Canada in Comparison to Home Country, 1999

Origin of Visitors	Overnight Convention Visitors	
	U.S.	Overseas
Transportation		
Better	25.7%	49.8%
Same	68.7%	38.9%
Not as good	5.5%	11.3%
Accommodation		
Better	13.0%	30.8%
Same	79.5%	64.9%
Not as good	7.5%	4.3%
Hospitality of people		
Better	37.8%	45.1%
Same	57.9%	45.9%
Not as good	4.2%	9.0%
Value of money		
Better	65.5%	42.4%
Same	24.1%	35.7%
Not as good	10.4%	21.9%
Variety of things to see and do		
Better	18.2%	38.4%
Same	76.6%	41.6%
Not as good	5.3%	20.0%

Ontario's international visitors were asked to rate various aspects of their stay in Ontario relative to their home country.

In general, international convention visitors' ratings of Canada's various services were considerably high. However, U.S. convention visitors generally rated aspects of their trip in Canada as the same as those in the U.S., with the exception of value for money. These aspects included: transportation, accommodation, hospitality of local people, and variety of things to see and do.

Ontario's overseas visitors had a mixed reaction to the different aspects of their trip in Canada. Transportation was thought to be better in Canada by 49.8% of the overnight convention visitors from overseas. The majority of these visitors (64.9%) considered accommodation in Canada to be the same as in their home country. While the hospitality of the local people in Canada was thought to be better by 45.1%, and the same by 45.9% as in their home countries by overseas convention visitors. Due to the weak Canadian dollar, it is not surprising that international convention visitors ranked the value for money in Canada as being better than in their home country.

ONTARIO'S OVERNIGHT BUSINESS MARKET: 1996, 1998 & 1999

Overnight business visits in Ontario increased by 11.4% between 1996 and 1998, but decreased between 1998 and 1999 by 1.0%. However, compared to 1996, the number of overnight business visitors in Ontario in 1999 increased by 10.2%.

In 1996, overnight business visitors accounted for 10.4% of all overnight visitors in Ontario. However, this share increased in 1998 by 6.7% to 11.1%, and decreased in 1999 by 1.8% to 10.9% of total overnight visitors.

TABLE 29: Overnight Person Visits in Ontario*

Year	Overnight Business Visitors (000's)	Rate of Change	Share of Total Overnight visitors	All Overnight Visitors (000's)	Rate of Change
1996	3,934	-	10.4%	37,841	-
1998	4,382	11.4%	11.1%	39,395	4.1%
1999	4,336	-1.0%	10.9%	39,842	1.1%

*Only domestic visitors with an Ontario destination are included in this table and not all overnight visitors to Ontario from domestic origins.

As the table below demonstrates, overnight business visitors from Ontario were mainly responsible for this decline of overnight business visitors in Ontario. Compared to 1996, the number of overnight business visitors from Ontario had declined by 1.5%, while the number of business visitors from a Canadian province other than Ontario increased by 20.0% in 1999.

TABLE 30: Overnight Business Visitors in Ontario, by Origin

Year	Origin of Visitors								
	Total	Other Canada	Share	Ontario	Share	USA	Share	Overseas	Share
1996	3,934	728	18.5%	1,756	44.6%	1,090	27.7%	360	9.2%
1998	4,382	767	17.5%	1,947	44.4%	1,308	29.8%	360	8.2%
1999	4,336	874	20.2%	1,730	39.9%	1,347	31.1%	385	8.9%

As a result of the differential growth rates of business visitors from different origins, the share of overnight business visitors from the U.S. increased between 1996 and 1999 from 27.7% to 31.1%, while that of Ontarians' and overseas countries declined.

All regions with the exception of Ontario North experienced increases in overnight business visitors between 1996 and 1999, with Lakelands experiencing the largest increase (47.6%). Festival Country also experienced a large increase in overnight business visitors with a growth of 43.7% between 1996 and 1999. Ontario North experienced a decline in overnight business visitation of 6.2% in 1999 over 1996.

As a result of these differential growth rates, Ontario North's share of overnight business visitors declined in 1999 over 1996 by 14.9% from 8.6% to 7.3%. Ontario East's share also declined (while the actual number of overnight business visitors to the region increased) by 2.3% in 1999 over 1996 from 17.9% to 17.5%. Metro Toronto continues to attract the largest portion of overnight business visitors in Ontario with a growth of 5.9% in 1999 over 1996 from 49.7% to 52.6%.

TABLE 31: Overnight Business Visitors in Ontario, by Region Visited

Year	Region Visited						
	Region 1	Region 2	Region 3	Region 4	Region 5	Region 6	Regions 7-12
1996	349	465	168	1,955	182	705	338
1998	345	560	204	2,314	201	709	372
1999	386	668	248	2,282	221	759	317

GLOSSARY

ACCOMMODATION TYPE refers to the type(s) of accommodation used during the trip.

Other accommodation is a separate category in the CTS and ITS questionnaires, and includes dormitories, hostels, sleeping berths on trains and boats, etc. In many of the tabulations contained in this report, accommodation type "not stated" records have been combined with *other*.

ACTIVITIES ON TRIP. For each trip, respondents were asked to indicate whether they participated in any of a number of activities (aided measure). The activity could have occurred at any location on the trip (destination, location of overnight stop) since activity data are not captured on a location-specific basis.

EXPENDITURES ON TRIP. All dollars spent by all household members or party members who went on the trip and paid for by individuals, government or private sector business. Only expenditures incurred by visitors to Ontario are contained in this report. Spending by Ontarians on (Canadian) public fares for trips outside the province and with no visit in Ontario are not included here.

The following items of expenditures are excluded:

- food and beverage purchased prior to the trip to be used while on the trip;
- items purchased to be resold or used in a business;
- vehicles, such as cars, boats and caravans;
- capital investment, such as real estate, work of arts, rare articles and financial stocks;
- cash given to friends or relatives during a trip which does not represent payment for goods and services received, as well as donations to institutions.

EXPENDITURES IN ONTARIO. Canadian residents' expenditures on the trip are assigned by Statistics Canada to provinces of origin, destination, and location of overnight stops according to pre-set rules. Expenditures from the ITS were assigned to Ontario according to OMTOUR rules.

HOUSEHOLD/PARTY TRIP. A trip involving one or more persons from the same household/party leaving and returning together. If four persons from the same household take a trip, it counts as one household-trip.

The CTS captures household-based information, while the ITS captures party-based (not necessarily belonging to the same household) information.

MODE OF TRANSPORT. Mode of transport refers to the one used in Canada. It does not refer to the transport mode used by international visitors to come to Ontario.

PERSON NIGHT. A night spent away from home by a person taking a trip. If two persons take a trip involving three nights away from home, that counts for six person nights.

PERSON TRIP. A trip taken by one person. If two persons from the same household go on a trip, it counts for two person trips. If the same person takes two trips, it also counts for two person trips.

PURPOSE OF TRIP (MAIN). The main purpose categories include *visiting friends/relatives, pleasure, personal, business, convention.* In this report, *business convention* has been combined with *business* and *pleasure* has been combined with *non-business convention*.

QUALIFYING TRIP. A *qualifying trip* in the CTS is defined as travel from the usual place of residence to a location any distance away if an overnight trip and at least 40 km (one-way) if a same-day trip for any purpose other than as a member of an operating crew of a bus, plane, truck, etc; commuting to work or school; moving to a new residence; travel in an ambulance to a hospital or clinic; trips that did not originate

in Canada and trips that longer than one year. The distance minimum of 40 km applies only to same-day trips that originate in Ontario. In all other provinces, the minimum distance for a same-day trip is 80 km. In the ITS it includes all non-residents crossing the Canadian border (excludes crews of transportation firms).

REPORTING PERIOD. An one month reporting period is used by the CTS since the second quarter of 1992. All fieldwork takes place approximately three weeks after the *end* of the reporting period. For example, during the third week in July respondents would be asked to report on trips that ended in preceding June. In the ITS, a respondent is given a questionnaire which he/she is asked to fill out when his/her trip is completed.

RESPONDENT. In the CTS, a randomly selected individual in the sampled household (from the Statistics Canada Labour Force Survey sampling frame) who is at least 15 years of age. Specifically excluded from the LFS coverage are residents of Yukon and Northwest Territories, persons living on Indian Reserves, full-time members of the Canadian Armed Forces and persons living in institutions (inmates of penal institutions and patients in hospitals or nursing homes who have resided in the institution for more than six months).

VISIT. Place of overnight stay or for same day trips, the location of the trip's destination. If the respondent travelled twice to the same location during the same trip, only one visit is recorded at that location. In this report there are three types of visits at the sub-provincial level: visits that were destined to region x; visits that were destined to Ontario region y, but took an excursion to region x, and visits that were destined outside Ontario, but had an overnight stop in region x. A small number of CTS respondents with overnight trips indicated that their destination was Ontario region x, but they spent no night in region x. These trips have been treated in this report as same day trips to region x.

MAP OF ONTARIO'S TRAVEL REGIONS*

* As of 2001, the Ministry has identified new regions for research.